



South Central TZD Region 2023 Annual Report



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South Central Region Fatal and Serious Injury Data

Background Regional Death Rates

The south central region saw a slight increase over the five-year average trend in fatalities and in serious injury crashes. The region continuously works to decrease traffic related fatalities and serious injuries in south central Minnesota from the past 5-year average.

- The 2022 traffic-related deaths for the south central region was 34.
- The five-year average was 28. The south central region had an increase of six fatalities compared to the five-year average.
- There were 132 serious injuries in 2022.
- The five-year average was 110 serious injuries. The south central region had 22 more injuries compared to the five-year average. (New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.)

Below you will see some additional charts with fatal and serious injury information for the region. At the end of the report, you will find the strategic plan for the region with additional information as well.

5-year average (2018-2022*) in South Central Region

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	6	7	2	28
Fatal Crashes	5	6	2	26
Serious Injuries	21	22	7	110
Serious Injury Crashes	18	17	6	92

*Data are Preliminary

Note: a crash may have more than one of the above listed or additional contributing factor

Total South Central Region – Baseline (Data are Preliminary)

	Fatalities	Fatal Crashes	Serious Injuries	Serious Injury Crashes
2022 Totals	34	34	132	109
2018-2022	140	130	551	461

South Central TZD Region

2018 to 2022 (preliminary 04/14/23) fatal and serious injury crashes on all Minnesota public roads

Goal 1: Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in South Central Minnesota from the past five year average of 28 fatalities and 110 serious injuries (2018-2022).

Five Year Averages: South Central TZD Region

	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	7	6	2	9	26
	A Crashes	22	17	6	14	92
	K+A Crashes	28	23	9	22	118
INJURIES	Fatalities	7	7	2	8	28
	A Injuries	25	22	7	17	110
	K+A Injuries	32	29	10	25	138

2022 Outcomes: South Central TZD Region

	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	8	6	2	14	34
	A Crashes	30	19	5	14	109
	K+A Crashes	38	25	7	28	143
INJURIES	Fatalities	8	6	2	12	34
	A Injuries	33	28	6	20	132
	K+A Injuries	41	34	8	32	166

Baseline Comparison

	Metric	Total Count		Average	Avg. Annual Percent Change	
		2022	2018-2022	5-year Avg.	Region	Statewide
CRASHES	K Crashes	34	130	26	+11.8%	+7.0%
	A Crashes	109	461	92	+3.5%	+5.2%
	K+A Crashes	143	591	118	+4.8%	+5.6%
INJURIES	Fatalities	34	140	28	+12.8%	+6.3%
	A Injuries	132	551	110	+4.8%	+4.2%
	K+A Injuries	166	691	138	+5.8%	+4.6%

Regional Successes

- JOYRIDE provided over 162 more rides this year than last year.
- First Driving in Minnesota program held with the Lincoln Center in Mankato.
- Building relationships multi-cultural relationships across the region.
- Impact teen driver program four people trained in the south central region and have a few schools that will provide the program this coming fall.
- Three community roundtables held across the region. 67 people attended these meetings.
- County observational seat belt rates determined for the first time.
- Participating on the High Priority Pedestrian Safety Improvements work team for District 7.

South Central Steering Committee

The south central TZD steering committee held six meetings this past year. We continue to have good conversations about the region and what we need to do. Currently the steering committee is looking at how to bring some additional people from the region to the steering committee meetings.

The fatal and serious injury reviews have been very helpful for the steering committee to make sure we are on track for what is happening in the region.

2022 TZD Regional Round Tables

This past year the south central region held three community round tables across the region. We had 67 people attend them. During each of the roundtables TZD partners talked about the strengths, opportunities, weakness, and challenges that we are facing. They worked on putting together an action plan on how to move some of these issues forward. Agendas and additional information can be found at the end of the report in the appendix section.

2022 Regional Seat Belt Survey Rates

The 2023 observed seat belt usage in the south central region was lower than in 2022. However, the recent survey added 16 sites and observed 40% more occupants resulting in a more precise estimate (i.e., a lower overall relative error). See end of report for additional information.

Table 1: Observed Seat Belt Use across South Central TZD Region

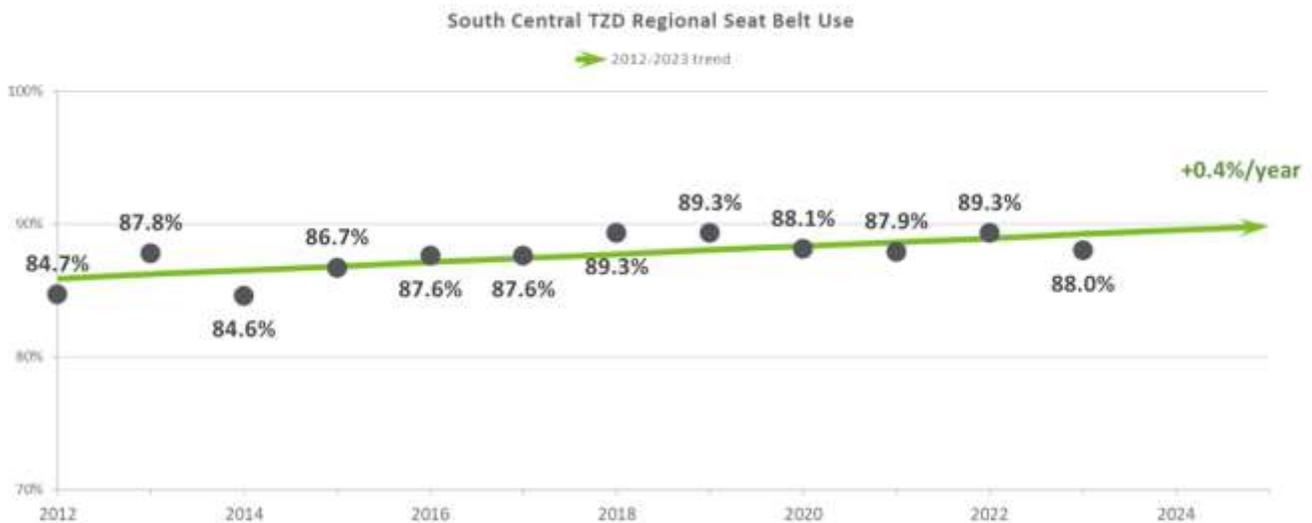
Year	Seat Belt Use Rate, %	Relative Error, %	Weighted Occupants
2023 Survey (n = 52)	88.0 ± 4.3	3.0	4,554
2022 Survey (n = 36)	89.3 ± 4.8	3.3	3,261

NOTE: Seat belt use reported with a 90% confidence band.

South Central Seat Belt Rates 2011-2023

YEAR	Rate	YEAR	Rate	YEAR	Rate
2011	73.2 Percent	2017	96.91 Percent	2022	89.9 Percent
2012	84.7 Percent	2018	89.3 Percent	2023	88.0 Percent
2013	87.8 Percent	2019	89.9 Percent		
2014	84.6 Percent	2020	88.1 Percent		
2016	87.6 Percent	2021	87.9 Percent		

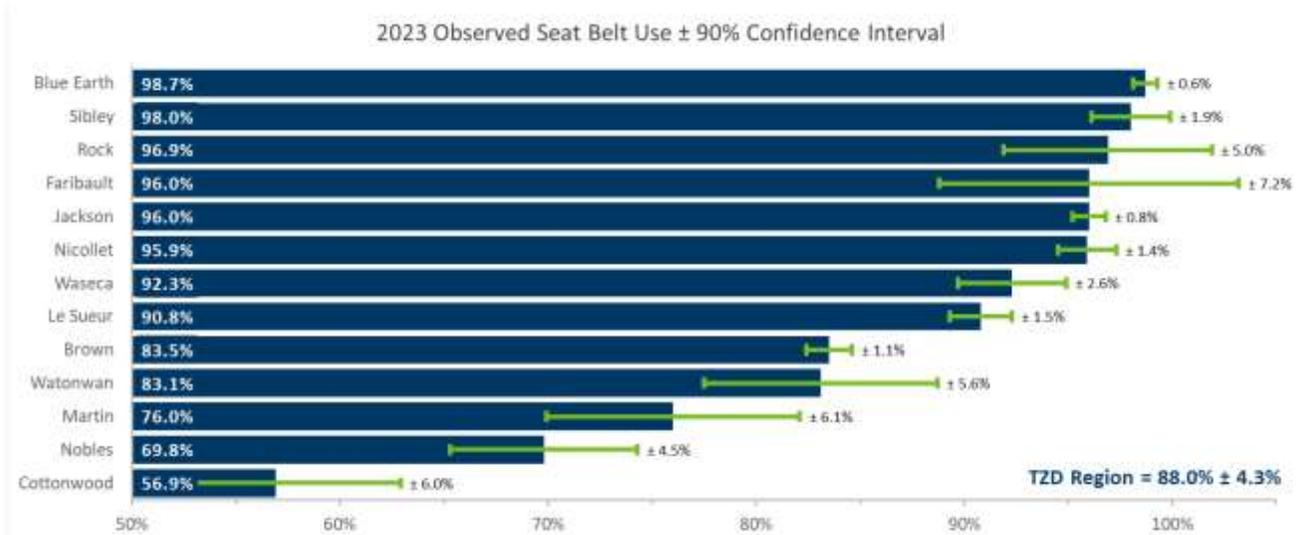
Figure 1: Trend in Regional Observed Seat Belt Use, 2012 to 2023



Results by County

Based on observed seat belt use and crash outcomes, seven counties have the highest potential for additional seat belt programming: Brown, Cottonwood, Faribault, Le Sueur, Martin, Nobles, and Watonwan.

Figure 2: Observed Seat Belt Use by County



Regional Seat Belt Efforts

The south central region had many community engagement events during October of 2022-September 2023. The seat belt convincer provided over 1,500 demonstrations in the region along with education at the events. TZD Tuesday traffic safety topics and message Monday were supplied to the coalitions to post on social media and message boards in the county.

- **Blue Earth/Nicollet Coalition**

- The coalition had the seat belt convincer and persuader out at a few events across the two counties, providing education on the proper way to wear your seat belt and how they save lives. Courtland Fire Department’s open house, and the Children’s Museum are just two of the events held.
- New Partnership with TDT trucking company was developed this past year. The regional coordinator and SC EMS director have provided education on seat belts on two different occasions to the school. Presentation on seat belts and the seat belt convincer was provided. So far 10 students reached.
- Community education day at the Lincoln Center providing seat belt education. 160 people reached.

- MSU Mankato held safety day for students. Provided education on the importance of seat belt use and seat belt convincer on campus to show them the importance.



- **Brown Coalition**

- Seat belt convincer was at the Brown County Fair. Education and gave rides to fair goers. Brown County Deputy pictured below using the seat belt convincer at the fair.



- **Cottonwood/Jackson Coalition**

- Seat belt persuader and education at four community events this past summer. The persuader feedback from one community: It was all very positive feedback. The kids of driving age loved it and some of the older folks realized the importance of seatbelts to keep you in place if you rolled. We had one kid that tried to read a seatbelt safety brochure while being rolled over.
- Seat belt persuader at the Jackson County Fair.
- Seat belt convincer was at the Cottonwood County Fair. In addition to the convincer traffic safety trivia was done with fair goers.



- Attended welcome back student day at MinnWest providing education on importance of seat belt use using the seat belt convincer.
- Prom cards sent to schools.
- Traffic safety message labels provided to the counties to work with pizza places to put on takeout boxes.
- Traffic safety posters sent with belts information on them.
- Public Health sharing TZD messages on their social media page.

- **Faribault County**

- Seat belt convincer in Winnebago for town celebration. TZD regional coordinator worked with the Police Chief.

- **Le Sueur Coalition**

- Seat belt convincer at many events. Coalition members provided education on the proper way to wear your seat belt and how they save lives. Events include town celebrations and football games.
- T-shirt cannon with script and seat belt convincer scheduled at three of the four high school football games. The cannon was broken so the coalition used a water balloon launcher to get the t-shirts out. The school posted the event on their YouTube channel: https://youtu.be/Qe_JnEtLnk?feature=shared . See photo's below from one of the football games:

Image 1 below: Three Cleveland High School students use water balloon launcher to send T-shirts out to the crowd while educational message is read over the PA system at the football game.



Image 2 below is image of girl on seat belt convincer at the Cleveland High School Football game.



- Popcorn bag stickers used for the high school sporting events with a seat belt message.
- Seat belt persuader at the County Fair.
- The coalition has been working with Tri City United High School driver education program and have attended three sessions providing education on seat belts to the students in drivers ed class. So far around 90 students have been reached.

- Personal impact speaker brought into all four of the high schools this year. His message to the students was about seat belt use. Reached 1440 students and staff.



- Seat belt education for Le Sueur County employees. See end of report for more information.
- Social media posts on seat belts shared. Following a fatal and serious injury review part of the action plan was to share seat belt messages and encourage people to buckle up using a recent crash that the individual received a saved by the belt award. Below you will find one of the posts that they shared.

Image below shows crashed car. The person involved in the crash received a saved by the belt award.



- **Martin Coalition**

- Prom cards/posters distributed at the five Martin County high schools with seat belt message.
- Seat belt convincer at four of the five schools for their traffic safety stations day. Over 200 students received not only hands-on, but also information on seat belts.
- Held a traffic safety educational day for the Latino community. Held a driving education session, had the seat belt convincer there along with Child Passenger Safety working with families to get them car seats. See the image below of the day.



- **Nobles Coalition**

- Seat belt convincer and education at Adrian community night.
- Seat belt convincer at the county fair.
- Buckle up stencil painted around the city of Worthington.

- **Watsonwan County Coalition**

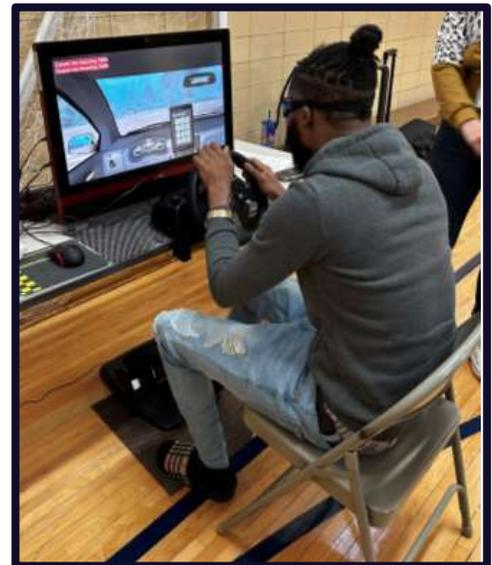
- Personal impact speaker brought into Madelia high schools this year. His message to the students was about seat belt use.
- Seat belt convincer at traffic safety education for St. James drivers' education. 70 students received information on the importance of seat belt use.
- Seat belt convincer at the county fair along with child passenger safety. Seat belt messages read over the PA system that night.
- Seat belt persuader at National Night out in St. James along with child passenger safety.
- Seat belt persuader at Farm and Safety Day in St. James.
- Prom cards to both high schools with seat belt message.

Regional Distraction Efforts

The south central region had many community engagement events. Below you will find the educational efforts around distracted driving. TZD regional coordinator also supplied the TZD Tuesday traffic safety topics and Message Mondays to the coalitions to post on social media and message boards in the counties. Impact Teen Driver program is coming to Minnesota. TZD regional coordinator attended the training and have trained three troopers to assist with this program.

- **Blue Earth/Nicollet Coalition**

- Distracted driving education at TDT trucking company. The Distracted driving simulator and glasses provide hands-on education. In addition, the regional coordinator and the SC EMS director provide education during class.
- MSU Mankato held safety day for students. Provided education on distracted driving using the distracted/drowsy driving glasses.
- Community education day at the Lincoln Center providing distracted driving education. 160 people reached.



- **Cottonwood/Jackson Coalition**

- Distracted/drowsy driving glasses used at Cottonwood County Fair, along with traffic safety trivia.
- Attended welcome back student day at MinnWest providing education on distracted driving.
- Prom cards sent to schools.
- Traffic safety message labels provided to the counties to work with pizza places to put on takeout boxes.

- Traffic safety posters sent with distraction information on them.
- Public Health sharing TZD messages on their social media page.

- **Brown County**

- Distracted/drowsy driving glasses used at Brown County Fair, along with traffic safety trivia. Pictured below are members from the coalition assisting with the education.



- **Le Sueur Coalition**

- T-shirt cannon and announcement at three of the four high school football games.
- TZD messages on digital message boards in the county and through social media.
- The coalition has been working with the Tri City United High School driver education program and have attended three sessions providing education on distraction to the students in drivers ed class. So far around 90 students have been reached.
- Letter sent out to all four high schools on the Impact Teen Driver program. Hoping to get the program up and running in the county in the fall of 2023.
- Distracted/drowsy glasses at the county fair.
- Education for Le Sueur County employees on distracted and drowsy driving. 50 employees attended event.

- **Martin Coalition**

- Traffic safety stations held at four of the high schools. Distracted/drowsy glasses, and the simulator used to educate the students.
- Distracted/drowsy glasses at the county fair.
- Prom cards to all high schools with distracted driving message.
- Held a traffic safety educational day for the Latino community. Held a driving education session, had the distracted driving simulator there for families.
- Presentation at VALERO Renewables on distracted driving.

- **Watsonwan Coalition**

- Traffic safety education for St. James drivers' education. 70 students received information and hands-on experience by using the simulator. Pictured below are students using the simulator.



- Distracted driving and drowsy driving glasses at St. James National Night out.

Regional Impaired Efforts

A total of 620 rides provided home from the JOYRIDE program. JOYRIDE in the region provided 172 more rides this year than last year. Hope to see this number continue to grow.

- **Blue Earth/Nicollet Coalition**

- JOYRIDE was offered the Wednesday before Thanksgiving, New Year’s Eve and on St. Patrick’s Day. Due to issues with transportation company the coalition could not cover the two community events over the summer. Put together posters, social media posts, and banners for bus pick up. A total of **375 rides** given this year.
- Community education day at the Lincoln Center providing impaired driving education. 160 people reached.



- The regional coordinator and SC EMS director have provided education on cannabis with the CMV students. Presentation and hands-on use of the cannabis goggles completed with 5 people.
- Education on cannabis at MSU Mankato held safety day for students. We provided information from the CDC to students. Pictured below is Blue Earth County Commissioner using the cannabis glasses with the connect four game.



- **Brown Coalition**

- The coalition partnered with Schell's to provide the educational coasters for the bars. TZD coordinator developed and printed them. Educational stickers for alcohol sales developed for the holiday DWI wave provided to the community.
- Attended Brown County Chemical coalition meetings as able. They are working on social host ordinance.

- **Le Sueur Coalition**

- JOYRIDE was offered at five different community events in Le Center, Elysian, Waterville, Cleveland and Montgomery. See poster below for the Cleveland Fire Department's JOYRIDE event. A total **221** riders (2022-2023). That is **41 more** riders over last year's numbers.



- TZD messages on digital message boards in the county.
- Responsible Beverage Server training held.
- Impairment education for Le Sueur County employees. See end of report for more information.

- **Cottonwood/Jackson Coalition**

- Prom cards sent to schools.
- Traffic safety message labels provided to the counties to work with pizza places to put on takeout boxes.
- Attended welcome back student day at MinnWest providing education on impaired driving using the fatal vision glasses. See pictures below.



- Educational stickers for alcohol sales developed for the holiday DWI wave provided to the community.
- Public Health sharing TZD messages on their social media page.

- **Martin Coalition**

- Traffic safety stations held at four of the high schools. Fatal vision glasses used to educate the students. Pictured below is the group of TZD partners that assisted with the event.



- Prom cards to all high schools with distracted driving message.
- Arrive Alive offered on New Years Eve and at the county fair. 10 rides home given.
- Responsible Beverage Server training.
- Held a traffic safety educational day for the Latino community. Held a driving education session, had the pedal kart and fatal vision glasses there.

● **Waseca County**

- JOYRIDE for law enforcement event in March of 2023. Put together posters, social media posts. **14** rides given that evening. See image/poster at end of report for event.

● **Watsonwan Coalition**

- Traffic safety education for St. James drivers' education. 70 students received information and hands-on experience with the use of the pedal kart and fatal vision glasses.
- Mock crash at both high schools. See news story image below.

- Prom cards to St. James High school.

Regional Speed Efforts

Traffic safety stations held at some of the local high schools and education at the county fairs this past year. Once again partnered with law enforcement on the Border-to-Border saturation event for the July speed wave. Shared the TZD Tuesday traffic safety topics and message Monday with the coalition.

- **Cottonwood/Jackson Coalition**

- Prom cards sent to schools.
- Traffic safety message labels provided to the counties to work with pizza places to put on takeout boxes.



- Traffic safety posters sent with speed information on them.
- Public Health sharing TZD messages on their social media page.

- **Martin Coalition**

- Presentation at VALERO Renewables on speed.
- Traffic safety stations lined up at four of the five high schools in the county. We used the seat belt convincer as an opportunity to talk about speed and impacts in a crash.



- Prom cards to all high schools with speed message.

Other Regional/Statewide Efforts

- **Older driver education effort.**

- Carfit training held at the statewide conference in October 2022. Had 13 people attend.
- Carfit event held following the statewide conference in October 2022. Had four people participate in the event.



- The SHSP older driver statewide action team started to meet in 2023. Currently two subcommittees formed to develop older driver resource guidebook and the second subcommittee is working on development of outreach and education toolkit for communities. Other areas have been brought forward during these meetings and have taken them to TZD leadership and will provide this information to the Advisory Council.
- Attended the TRIAD conference as a vendor with information for the older driver and asked for feedback from them on what they think would be useful in a guidebook.

- **Multi-Cultural Outreach**

- Partnered with the Lincoln Center to host traffic safety education day. Brought in the seat belt convincer, pedal kart with fatal vision glasses, distracted driving simulator and glasses, child passenger safety, Stop the Bleed.
- Hosted a driving in Minnesota class at the Lincoln Center. Eight people participated in the class. Plan to offer again in Fall 2023.
- Development of relationship with the director of the Mankato Diversity Center. Talked about the driver education program.
- Attended the multicultural network meeting at MSU and asked if they are ever looking for topics/presentations and offered to do a TZD presentation.
- During the network meeting at MSU made a new contact for the St. Peter group and hoping to attend their April meeting.
- Multi-cultural group in Nobles County working to secure a meeting with them.

- **Traffic Safety Culture Taskforce**

- This year the TZD regional coordinators partnered with the DNR to develop social media posts on ATV safety and assisted in getting this information out to communities.
 - **Brown County:** Worked with Sleepy Eye medical center on ATV information at their community night in July.
 - **Le Sueur Coalition:** ATV information at county fair. Also shared social media posts over the summer.



- **Le Sueur Coalition:**

- Partnered with insurance company to do bike safety event in June - 25 of our helmets given out. More information on poster at the end of report.
- School bus sign/banner used in Le Sueur for two events in June and July.

- **School Bus Grants**

- Shared stop arm grant information with communities and encouraged TZD partners to share with schools.

- **Attended the following meetings:**

- TZD program team, TZD Hotdish, TZD regional coordinator statewide calls, District 7 leadership team, prevention coalitions, SWRTAC, and SMRTAC meetings.
- Serving on the TZD Advisory Council as a member. Participated in the first meeting in September 2023.

- **Working on the TZD engagement assessment with county coalitions.**

- **High Priority Pedestrian Safety Improvements (HiPPS) in District 7.** Participating on this work group. More information on the next page.

Engineering

Below you will find safety improvements to be addresses along with scheduled construction timeline.

For more information, please see [Projects - South Central Minnesota District 7 - MnDOT \(state.mn.us\)](#)

- Hwy 22 — Mankato to St. Peter
Reconstruct roadway from Mankato to St. Peter; construct roundabouts at August Dr. in Mankato and CR 21 in Kasota; build a new walking and biking trail to connect Mankato and St. Peter. *Augusta roundabout will now be constructed outside of the main project in 2024. Scheduled for construction in 2025-2026.*
- Hwy 60 — Lake Crystal
Reconstruct Hwy 60 from west of the south junction with Blue Earth County Road 20 to east of Lakeview Road; replace utilities; construct a pedestrian train along the south side of Hwy 60 from Cemetery Road to Lakeview Road. Construct a Restricted Crossing U-Turn (also referred to as a J-Turn) at Lakeview Rd. Add a westbound median acceleration lane at Main St. Update lighting along the corridor along with modify accesses along the corridor. *Scheduled for construction in 2025.*

Current corridor study on Hwy 60 in Windom is underway.

Started construction on a Districtwide Highway Safety Improvement Program project which will:

- Restore all existing in-lane (transverse) rumble strips in advance of all stop conditions on the state’s highways within District 7.
- Installation of a rural intersection lighting system for safety.
- Address remaining voids in shoulder and centerline rumble strips throughout the district, where pavement condition will allow.
- Implement low-cost safety improvements (e.g.: painted stop bars, painted Stop Ahead pavement messages, led-enhanced flashing signs) at four crash-prone intersections across the District.

Active Transportation Access & Safety Improvements - District 7

District 7 continues to identify opportunities to improve active transportation access and safety as part of its construction program. Some of those opportunities include:

- Repurposing existing right of way space for active transportation (e.g.: road diets allowing for bike lanes and widened protected walks or paths).
- Strategically-placed enhanced crossing locations (e.g.: Rectangular Rapid-Flashing Beacon (RRFB) crossing systems).
- Collocating regional trails within expanded trunk highway rights of way.

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2023 South Central Seat Belt Survey

The 2023 observed seat belt usage in the South Central Region was lower than in 2022. However, the recent survey added 16 sites and observed 40% more occupants resulting in a more precise estimate (i.e., a lower overall relative error).

Table 1: Observed Seat Belt Use across South Central TZD Region

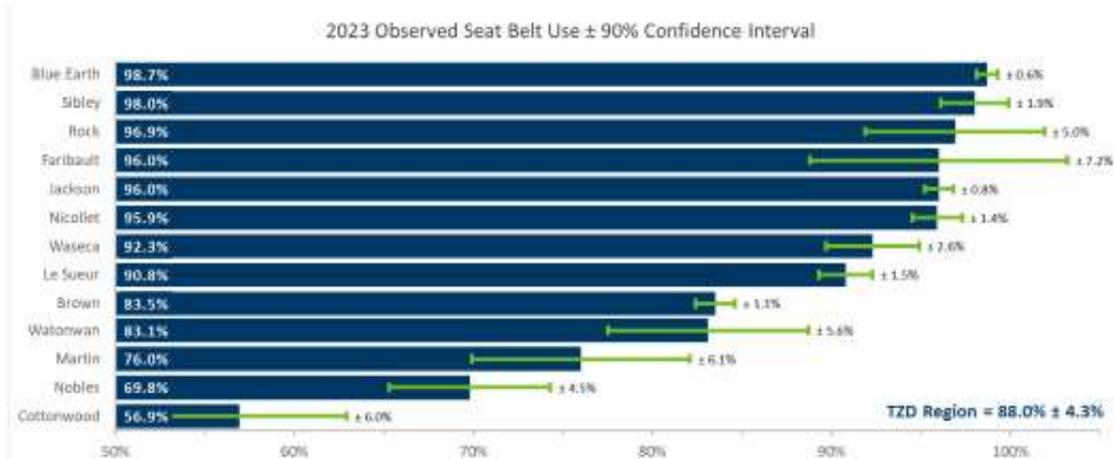
Year	Seat Belt Use Rate, %	Relative Error, %	Weighted Occupants
2023 Survey (n = 52)	88.0 ± 4.3	3.0	4,554
2022 Survey (n = 36)	89.3 ± 4.8	3.3	3,261

NOTE: Seat belt use reported with a 90% confidence band.

Results by County

Based on observed seat belt use and crash outcomes, seven counties have the highest potential for additional seat belt programming: Brown, Cottonwood, Faribault, Le Sueur, Martin, Nobles, and Watonwan.

Figure 1: Observed Seat Belt Use by County



Variation is key to understanding any survey. Seat belt usage varies by community characteristics, consistency within the area, and observed traffic volumes. By adding observation sites, the survey reduced the confidence bounds to within 5.0% for 9 of the 13 counties.

Figure 2: Trend in Regional Observed Seat Belt Use, 2012 to 2023

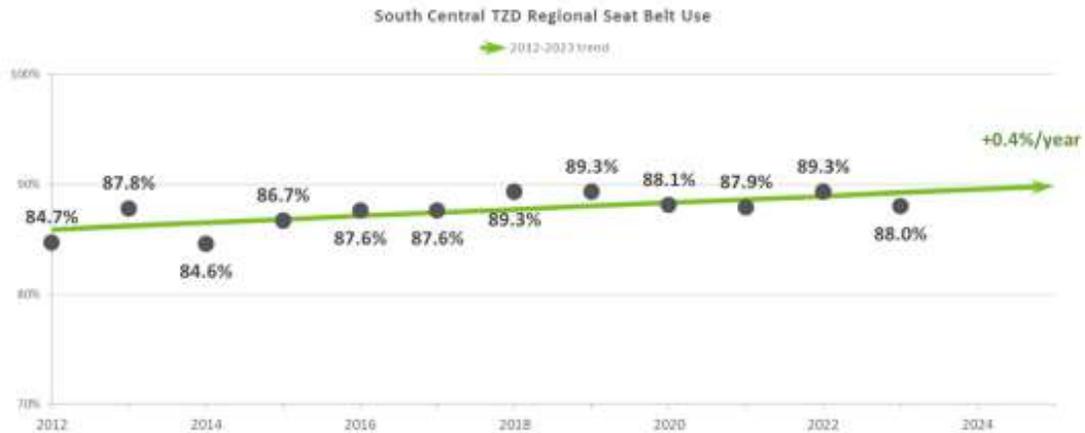


Table 2: 2023 Observed Seat Belt Use by County

County Name	Seat Belt Use Rate, %	Relative Error, %	Weighted Occupants
Blue Earth	98.7 ± 0.6	0.4	352
Brown	83.5 ± 1.1	0.8	912
Cottonwood	56.9 ± 6.0	6.4	104
Faribault	96.0 ± 7.2	4.6	229
Jackson	96.0 ± 0.8	0.5	505
Le Sueur	90.8 ± 1.5	1.0	210
Martin	76.0 ± 6.1	4.9	179
Nicollet	95.9 ± 1.4	0.9	250
Nobles	69.8 ± 4.5	4.0	604
Rock	96.9 ± 5.0	3.2	387
Sibley	98.0 ± 1.9	1.2	307

County Name	Seat Belt Use Rate, %	Relative Error, %	Weighted Occupants
Waseca	92.3 ± 2.6	1.7	290
Watsonwan	83.1 ± 5.6	4.1	225
TZD Regional Total	88.0 ± 3.8	3.1	4,554

NOTE: Seat belt use reported with a 90% confidence band.

Unbelted Crash Outcomes

Seat belt use is a core focus area in Minnesota’s Strategic Highway Safety Plan (SHSP). A standard definition is published in the plan to translate codes from the crash report into a flag for an occupant improperly belted in a vehicle equipped with safety equipment.

Table 3: Unbelted Fatalities and Serious Injuries, 2018-2022

County Name	Fatalities	Fatalities and Serious Injuries	VMT (millions)
Blue Earth	3 (7%)	20 (16%)	637.7 (18%)
Faribault	7 (17%)	19 (15%)	229.1 (7%)
Martin	5 (12%)	18 (14%)	290.5 (8%)
Nobles	4 (10%)	13 (10%)	310.9 (9%)
Le Sueur	5 (12%)	11 (9%)	282.0 (8%)
Cottonwood	2 (5%)	9 (7%)	146.2 (4%)
Brown	3 (7%)	8 (6%)	226.8 (6%)
Jackson	3 (7%)	6 (5%)	258.2 (7%)
Watsonwan	3 (7%)	6 (5%)	171.8 (5%)
Waseca	2 (5%)	6 (5%)	195.8 (6%)
Nicollet	2 (5%)	4 (3%)	393.4 (11%)
Rock	2 (5%)	3 (2%)	182.1 (5%)

County Name	Fatalities	Fatalities and Serious Injuries	VMT (millions)
Sibley	0 (0%)	3 (2%)	190.4 (5%)
TZD Regional Total	41 (100%)	126 (100%)	3,514.8 (100%)

NOTE: 2022 crashes preliminary as of 04/14/2023. VMT is 2019-2021 average based on data availability. Parenthesis is percent of regional total.

Definitions

Confidence Band:

This report uses a 90% confidence band which can be interpreted as “If this survey was conducted again, nine times out of ten the observed seat belt use rate would be within this range.” Thus an observed seat belt use rate of 75.0 ± 2.5 would imply nine times out of ten, the seat belt use rate would be between 72.5 and 77.5 percent.

Relative Error:

The standard deviation of the sample divided by the observed seat belt use rate. Thus a relative error of 5.0 with an observed seat belt use rate of 80.0 would imply an error of ±4 percent. (e.g., $80.0 \times 5.0 \div 100 = 4.0$)

Seat Belt Use Rate:

The observed seat belt use rate. Each use rate is reported with a 90% confidence band as a measurement of variation or consistency.

Weighted Occupants:

The number of observed occupants scaled by pre- and post-survey counts. If the number of vehicles observed during the 50-minute survey is less than 5 times the pre- and post-survey counts (i.e., the number of vehicles observed over 10 minutes), it is scaled up by that multiple.

Analysis Notes

All sites observed between 04/01/2023 and 04/14/2023.

Four sites had higher weighting based on pre-/post-survey counts (i.e., expected vehicles divided by observed vehicles > 4.000). Consider further investigation into sites: 7.53.01, 7.53.02, 7.53.04, and 7.81.01. When excluded:

- South Central Region rate becomes 90.8 ± 3.4 (relative error = 2.3)
- Nobles County rate becomes 88.9 ± [N/A] (relative error = N/A)
- Waseca County rate becomes 96.1 ± 1.0 (relative error = 0.6)



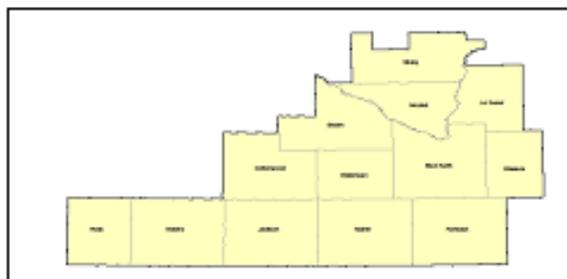
South Central Minnesota Toward Zero Deaths

Mission

To create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values

- ❖ Continuous improvements
- ❖ Engage partners
- ❖ Evidence-based approaches



The South Central Minnesota Toward Zero Deaths (TZD) program began in 2011. The counties involved include: Blue Earth, Brown, Cottonwood, Faribault, Jackson, Le Sueur, Martin, Nicollet, Nobles, Rock, Sibley, Waseca and Watonwan.

The South Central Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

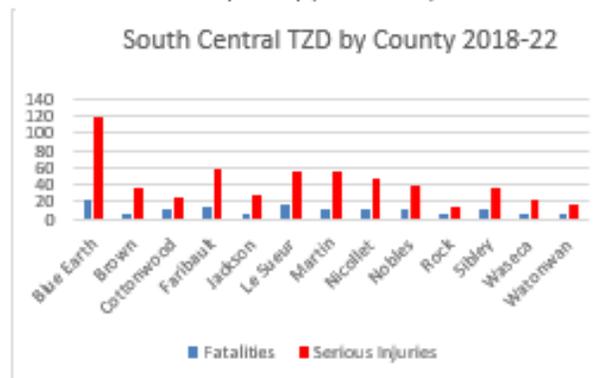
- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS / Emergency Medical & Trauma Services

South Central Traffic Information

The leading cause of deaths and severe injuries in south central Minnesota include:

- ❖ **Lack of Seatbelt Use**
2023 South Central Minnesota regional seat belt usage survey results: 88 percent—the 2022 seat belts rate was 89.3. This slight decrease is not statistically significant.
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

South Central Minnesota Fatalities and Serious Injuries by County (2018-2022*)



*Data are Preliminary

The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Careless/Negligent Driving**
- ❖ **Failure to Yield**

South Central Minnesota TZD Leadership Contacts

Engineering

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MnDOT District Engineer
507-304-6101
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Enforcement

Captain Jean Cemensky
Minnesota State Patrol
507-344-2750
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Education / EMS

Annette Larson
South Central MN TZD Coordinator
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www.minnesotatzd.org



South Central Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move south central Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in south central Minnesota from the past 5-year average of 28 fatalities and 110 serious injuries (in 2018-2022). Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

- A. To continuously increase regional seat belt use rates.
The statewide average was 93.3% in 2022, up from 92.4% in 2021. The 2023 regional seat belt rate is 88 percent, down slightly from 89.3 percent in 2021.
- B. To examine the characteristics of the unbelted fatalities and serious injuries. The 2018-2022 5-year average in South Central Minnesota was 8 unbelted fatalities and 17 serious injuries.
- C. To continuously decrease the following:

5-year average (2018-2022*) in South Central Region

Contributing Factors:

Average Annual Number of:	Alcohol	Speed	Distraction	Total
Fatalities	6	7	2	28
Fatal Crashes	5	6	2	26
Serious Injuries	21	22	7	110
Serious Injury Crashes	18	17	6	92

**Data are Preliminary*

Note: a crash may have more than one of the above listed or additional contributing factor

Total South Central Region – Baseline (Data are Preliminary)

	Fatalities	Fatal Crashes	Serious Injuries	Serious Injury Crashes
2022 Totals	34	34	132	109
2018-2022	140	130	551	461



South Central Minnesota Toward Zero Deaths Regional Strategic Plan

Region Goal 2- TZD Partnership Goals

To continuously increase TZD awareness and partnerships across south central Minnesota for both the general public and traffic safety professionals

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city/county officials
 - C. Promote city/county employee education/policies that facilitate the TZD vision

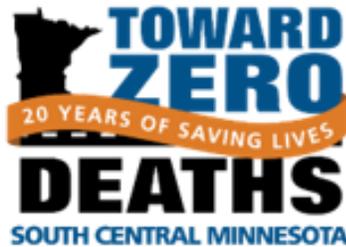
(Activities: Recruitment of city and county to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS))

2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - B. Provide enforcement wave support in community
 - C. Promote evidence based countermeasures
 - D. Collect data and statistics within region
 - E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)



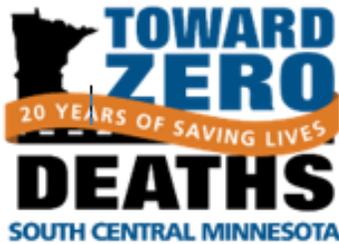
South Central Minnesota Toward Zero Deaths

Community Roundtable Agenda
MnDOT 2151 Bassett Dr, Mankato

March 2, 2023

11 a.m.- 3 p.m.

- 11 a.m. **Networking**
- 11:15 a.m. **Welcome & Regional Roundup**
Greg Ous, district engineer, MnDOT District 7, and south central Minnesota TZD regional co-chair
- 11:30 a.m. **What's your Mindset**
Phil Claussen, Blue Earth County Human Service Director
Community expectations for healthy public servants are rising; given the current demands, it is vital to create a culture of wellness and resilience to help you be effective. You will learn more about how to enhance personal energy management and fortify a resilient mindset, regardless of the cultural expectations they may be experiencing. Learn effective way to help you prioritize your buckets!
- 12:30 p.m. **Crash Data Presentation: What's the data telling us?**
Eric DeVoe, senior research analyst, MnDOT Office of Traffic Engineering
Recent trends in traffic fatalities and serious injuries statewide are concerning. Are there certain crash types that have contributed to this rise? Were the past years a brief spike or are we seeing a new trajectory? Review regional crash trends with an eye towards the Strategic Highway Safety Plan and potential opportunities for future strategies.
- 1 p.m. **Lunch & Networking**
- 1:30 p.m. **Listening Session**
Greg Ous, district engineer, MnDOT District 7, and south central Minnesota TZD regional co-chair; Capt. Jean Cemensky, Minnesota State Patrol, District 2200 and south central TZD regional co-chair
Tell us how things are going in your communities. What do you need from your regional steering committee and leadership. Let's take some time to capture the Strengths, Weakness, Opportunities and Challenges in your community.
- 2:15 p.m. **Action Planning**
Annette Larson, south central TZD regional coordinator
Now that we have captured the Strengths, Weakness, Opportunities and Challenges in your community let's come together and develop your counties action plan. What are your most important next steps? Using the data from today what other areas should we look at in your community action plan?
- 2:45 p.m. **Wrap up**
Capt. Jean Cemensky, Minnesota State Patrol, District 2200 and south central TZD regional co-chair
- 3 p.m. **Adjourn**



South Central Minnesota Toward Zero Deaths

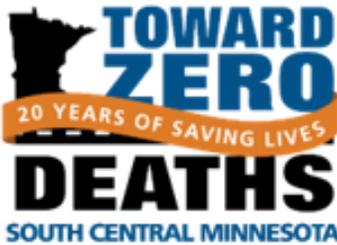
Community Roundtable Agenda

St. James Library 125 5th Street S., St. James

April 24, 2023

10 a.m. – 2 p.m.

- 10 a.m. **Networking**
- 10:15 a.m. **Welcome & Regional Roundup**
Greg Ous, district engineer, MnDOT District 7, and south central Minnesota TZD regional co-chair
- 10:30 a.m. **Traffic safety and Multicultural Outreach**
Mark Griffith, SC EMS director, South Central Minnesota EMS system; Dr. Nichole Morris, HumanFIRST Lab, University of Minnesota)
Hear from our panel of experts on equity-related themes in traffic safety research conducted at the University of Minnesota, learn of the multi-cultural outreach program development in Mankato next steps and resources.
- 11:30 p.m. **Crash Data Presentation: What's the data telling us?**
Eric DeVoe, senior research analyst, MnDOT Office of Traffic Engineering
Recent trends in traffic fatalities and serious injuries statewide are concerning. Are there certain crash types that have contributed to this rise? Were the past years a brief spike or are we seeing a new trajectory? Review regional crash trends with an eye towards the Strategic Highway Safety Plan and potential opportunities for future strategies.
- 12 p.m. **Lunch & Networking**
- 12:30 p.m. **Listening Session**
Greg Ous, district engineer, MnDOT District 7, and south central Minnesota TZD regional co-chair; Capt. Jean Cemensky, Minnesota State Patrol, District 2200, and south central TZD regional co-chair
Tell us how things are going in your communities. What do you need from your regional steering committee and leadership? Let's take some time to capture the Strengths, Weakness, Opportunities and Challenges in your community.
- 1:15 p.m. **Action Planning**
Annette Larson, south central TZD regional coordinator
Now that we have captured the Strengths, Weakness, Opportunities and Challenges in your community let's come together and develop your counties action plan. What are your most important next steps? Using the data from today what other areas should we look at in your community action plan?
- 1:45 p.m. **Wrap up**
Capt. Jean Cemensky, Minnesota State Patrol, District 2200 and south central TZD regional co-chair
- 2 p.m. **Adjourn**



South Central Minnesota Toward Zero Deaths

Community Roundtable Agenda

Worthington Fire Hall, 830 2nd Ave., Worthington

May 8, 2023
10 a.m.- 2 p.m.

- 10 a.m. **Networking**
- 10:15 a.m. **Welcome & Regional Roundup**
Greg Ous, district engineer, MnDOT District 7, and south central Minnesota TZD regional co-chair
- 10:30 a.m. **Older Driver**
Dr. Joan Somes, Emergency Nurses Association
Each day we grow older and our bodies age physically and cognitively. How does this normal aging process affect driving safety in our cars, motorcycles and on bikes? This session will look at changes and some causes; as well as signs of these changes specifically related to driving safety. A brief screening tool (the driver orientation screen for cognitive impairment - DOSCI) will be presented, as well as actions that can be taken to mitigate these changes and increase driver safety.
- 11:30 p.m. **Crash Data Presentation: What's the data telling us?**
Eric DeVoe, senior research analyst, MnDOT Office of Traffic Engineering
Recent trends in traffic fatalities and serious injuries statewide are concerning. Are there certain crash types that have contributed to this rise? Were the past years a brief spike or are we seeing a new trajectory? Review regional crash trends with an eye towards the Strategic Highway Safety Plan and potential opportunities for future strategies.
- 12 p.m. **Lunch & Networking**
- 12:30 p.m. **Listening Session**
Greg Ous, district engineer, MnDOT District 7, and south central/Minnesota TZD regional co-chair; Capt. Casey Meagher, Minnesota State Patrol, District 2300 and southwest TZD regional co-chair
Tell us how things are going in your communities. What do you need from your regional steering committee and leadership? Let's take some time to capture the Strengths, Weakness, Opportunities and Challenges in your community.
- 1:15 p.m. **Action Planning**
Annette Larson, south central TZD regional coordinator
Now that we have captured the Strengths, Weakness, Opportunities and Challenges in your community let's come together and develop your counties action plan. What are your most important next steps? Using the data from today, what other areas should we look at in your community action plan?
- 1:45 p.m. **Wrap up**
Capt. Casey Meagher, Minnesota State Patrol, District 2300 and southwest TZD regional co-chair
- 2 p.m. **Adjourn**

TZD Roundtable Discussion Results – Mankato, St James & Worthington

STRENGTHS

- Working on videos in multiple languages.
- Willingness to do more - try something new.
- Mindful of changes of demographics in area.
- Positive car seat safety events.
- Well connected with multiple agencies.
- Reversal of increasing fatal crash trends.
- Traffic enforcement campaigns- Social media influences.
- Worthy goals.
- Jackson Co- trail infrastructure.
- “Safe routes” to school plans.
- SRTS in Jackson- plan in place.
- Engineering ideas being implemented.
- Monthly Drivers’ Ed/ Classes for adults/English language learners. (x2)
- Trails to connect work and recreation areas.
- Meeting cross entries. (?)
- Bike education- league cycling instructors: Jackson and Windom.
- Active living- trails and boards that develop active living plans.
- District leadership.
- Community traffic and safety committee.
- Open minded group- meetings open to everyone and welcoming to new ideas. x2
- Knowledgeable staff and MnDOT support.
- Wide shoulders and flat in slopes.
- Community Collaborations- schools, festivals, interaction with EMS, support of business (liquor distributors), Joyride communities, inclusive of different cultures and community members, continued Outreach, Child seat safety events. x6
- State Patrol involvement- funding for extra enforcement. x2
- TZD conferences and workshops.
- TZD commercials- local and national.
- Special resources- Seatbelt convincer/persuader is a great tool. x3
- Groups full of stakeholders.
- Positive impacts: Making progress on fatal and serious injury crashes.
- Known for creating public awareness of- seatbelt use, pedestrian safety, speed awareness, advocacy of ADA, impaired driving education, and commercial influence. x3
- In small towns, actions can happen fast.
- Strong attendance, great variety.
- Inviting community members and soliciting feedback.
- Thanks Annette!

WEAKNESSES

- Seeing all aspects of TZD (not just focusing on one area): Speeding, older drivers, pedestrian safety, infrastructure, accessibility for crossing busy roads.
- Working in silos.
- We lack the understanding of operators on the road and their perspective.
- Rework Hwy 14.
- Large truck concerns/ State highways as a main street.
- Getting community buy-in: In small towns, actions don't always happen. How do we get people to volunteer and not be volun-told? Staffing challenges. x3
- Where does the responsibility lie?
- Leadership from state level- Needs to be more consistent (not wishy washy), and clearer messaging/ better management.
- Missing stakeholders? We should be seeking industry leaders to be advocates more. x2
- Education before Enforcement- Need to improve on education and human factors such as mental health, more education all ages, getting out in the public eye more. x4
- Education that invokes real change in young adults-School events too often seen as "time off from class". Demonstrations need to be productive. x2
- Involvement of SRO's (Faribault County).
- Need more funding for improved resources and staff. x3
- Traffic deaths are climbing.
- Hindering our ability to accomplish mission- People's opinions or lack of care for others' safety. Lack of respect.
- Language barriers.
- Lack of staffing, enforcement, and EMS volunteers.
- Need more invested folks to see the importance.
- Getting more versatile advocates.
- Drug impairments- Lack of enforcement training and handling 24-hour problem.
- Need a coordinator for each county to coordinate activities and focus efforts.
- Collecting behavior stats- impaired, speeding, etc. are continuing to be a challenge.
- Martin Co- accountability when crashes occur. Example- Citations for violators and follow through.
- Executing on in place SRTS or other safety plans/ missing a champion.
- People willing to participate.
- No aging services coordinator for Jackson Co.
- Young ATV deaths.
- Limited complete street policies in our towns.
- No motorcycle helmet cam (for safety).
- Lack of information in different languages/ don't offer translation- Social outreach, communication, and education. (x2)
- Limited authentic community engagement.

OPPORTUNITIES

- Partner with service clubs to promote programs.
- 55 Alive partnership program- lower insurance cost with participation?
- Motorcycle and bicycle safety classes- all ages.
- Not separating issues: seat belts, speeding, child passenger safety.
- Getting community buy ins- culturally and age wise.
- More involvement in early education for good driving habits/ invoke prevention. x2
- Elderly education/re-education to encourage good driving behavior/introduce new and innovative traffic items. x2
- Fostering the idea that we are experts on these issues, can be trusted, and have the public's best interest in mind. i.e.- share more crash statistics showing the things we know about seatbelts/driving under the influence and how they affect outcomes of fatalities/serious injury crashes. Data Accessibility/clear messaging. x3
- Transparency- Are we advocacy, education, prevention?
- Lobbying for crash related topics/shared solutions.
- Traffic/ OWI officers at schools and @ charging.
- More public events- need for more volunteers to facilitate.
- Clarifying who should be making decisions.
- Continued investment in active transportation plans.
- Funding- Seek from other departments/more legislative buy-in, other grant funding, define allocation of resources/funding. Needed to implement the suggestions brought forth today? x4
- More public events.
- Include sporting events for booths like crash car w/ posters.
- Communities' openness to infrastructure improvements.
- Packaging programs with different languages, groups, etc.
- MN Council of Churches: Mankato, Twin Cities, reaching out...
- Tapping into engineering for solutions.
- Cross communication of emergency messaging.
- Clean (non-smelly bathrooms).
- Responsible server training for bars and restaurants.
- Improving social host ordinances.
- More bike/ped safety education in schools: K-8th grade.
- State and federal money for infrastructure and education.
- Require written test when renewing driver's license/ Driving test every 8 years.
- Continued push for agency meetings with Diversity meeting topics: Weather, School safety, Crash prevention, Diversity.
- Driver's license for All. (x2)
- Community engagement.
- Problem solving.

- Diversity- people willing to work together within the community.
- Meet people where they are at...

CHALLENGES

- Status quo.
- So many variables.
- Access to driver's education.
- Simplify the driver license processes: i.e., suspended/revoked.
- Representation of invisible user groups.
- Autonomous technology.
- Assumption that technology can solve problems.
- Political.
- Funding- Future funding if legislature does not see progress. How do we show we are making a difference if numbers plateau? *Using funds for more active/fun participation to encourage our messages. x3
- Financial concerns.
- Funding- Replace failing equipment.
- Lack of funding.
- Attitudes- Societal driven norms/ Different cultures.
- Focus on education.
- Shortage of employees/quality staff. x3
- Lack of respect- Drivers/people.
- Who is missing from community- younger drivers or school related people.
- Strengthening more involvement for adverse community members.
- Decision maker involvement and buy in for advancing work.
- Apathy- Overwhelmed by all the messages.
- Younger drivers-less experienced.
- Older drivers-usually less safety features on vehicles.
- Branding- Knowledge of program across population is lacking.
- Infrastructure challenges- Need ped friendly environments for small town main streets/ trunk highways.
- Building partnerships in key areas.
- For TZD Coordinator- Warmer room :) Hot chocolate and coffee, gloves, hats, parkas...
- Limited number of younger volunteers to sustain goals.
- Limited maintenance for trails/bad roads.
- Multi-lingual radio station- Worthington, Windom, Mt. Lake.
- Lazy public- "Rules don't apply to me".
- Law changes.
- Getting more folks on bicycles and walking- "More feet and wheels on the streets" will create more awareness.
- Effective communication/Messaging- how to reach everyone: Being too soft or aggressive? (x2)

- People friendly driver incorporated into drivers’ education.
- Cannabis/THC law- could increase impaired drivers.
- Aging services- Health care screening, counseling, referring, follow up.
- Identifying champions for implementing plans.
- Limited funding for safety improvements/ including HSIP funding. (x2)
- Too many hoops.
- Communication in various languages/ language barriers/diverse population. (x3)
- Communication between agencies and community.
- Possible financial challenges to fund everything at once.
- Unlicensed drivers’ ability to drive safely and/or receive communication to learn how to obtain licenses.
- Connectivity between communication partners to solve communication language barriers- IPAWS (local alert English only).

Action Plan Ideas

Strategic Goal (SMART):	<p>**Increase accessible education & messaging- Regarding driving behaviors & laws by providing signage& materials in 3 languages by 2026.</p> <p>##Effective communication within mutual agencies and how to convey communication within communities</p> <p>++ Effective communication: break down language barriers- "<u>Kurin</u>"</p> <p>More community partnerships</p>
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Behavior <small>(distraction, speed, impaired, seat belts)</small>	Tasks <small>(what you need to do to achieve goal)</small>	Time Frame <small>(by when you need to complete the tasks)</small>	Responsible parties <small>(what or who can help you complete tasks)</small>	Resources <small>(what is needed to complete tasks, cost)</small>	Results <small>(what will happen as a result how will we know success)</small>	DONE
	**Print manuals in English, Spanish and <u>Korean</u> ?	**3 years		**Social media, funding, coalition, billboards		
	**Billboards in other languages for seat belts, improved driver tips					
## Overcome communication barriers	## Collaboration- Define what needs to be communicated and how More meetings?	##Specific to winter weather- by upcoming winter '23-'24	## Primary- MnDOT/MSP Secondary-Sheriff, Emergency mgmt./ tow companies			

Behavior <small>(distraction, speed, impaired, seat belts)</small>	Tasks <small>(what you need to do to achieve goal)</small>	Time Frame <small>(by when you need to complete the tasks)</small>	Responsible parties <small>(what or who can help you complete tasks)</small>	Resources <small>(what is needed to complete tasks, cost)</small>	Results <small>(what will happen as a result how will we know success)</small>	DONE
All	Need buy in/ "ownership"-WHY? For Participation	On-going	Communities	Staff and capacity	We will partner in Communities	

Action Plan Ideas

Strategic Goal (SMART):	<p>**To increase data accessibility so that stakeholders across all sectors can easily utilize to increase awareness.</p> <p>## Pedestrian safety in <u>LeSueur</u> county</p>
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Behavior <small>(<u>distraction</u>, speed, impaired, seat belts)</small>	Tasks <small>(<u>what</u> you need to do to achieve goal)</small>	Time Frame <small>(<u>by</u> when you need to complete the tasks)</small>	Responsible parties <small>(<u>what</u> or who can help you complete tasks)</small>	Resources <small>(<u>what</u> is needed to complete tasks, cost)</small>	Results <small>(<u>what</u> will happen as a result how will we know success)</small>	DONE
** Crashes that involve property damage>death/where occurring	Need quarterly data		DOT and GIA specialist	Data to be posted in internet with instructions how to access. Grant program	1. People will download info 2. Applications to grants 3. Implementation of programs	
## <u>Speeding</u> and Distraction	Signs, visibility, education, enforcement	ASAP, within 2-5 years	Coalition- Law Enforcement- Community- Public works	Having accessibility, political backing, Funding	Lower Pedestrian injuries	
Culture shift- All aspects General driving behaviors	Personalize for all ahead of time	ongoing	Entire coalition/ communities	Ad campaign, education, impact statements, news media	Reduction in crashes, etc.	

All areas of TZD	Community involvement	Ongoing	Entire Coalition	State funding, community buy in	Increased participation, decrease in fatalities	
Good driving behavior	SS classes, drivers' ed, outreach	Ongoing	Entire communities	News campaign, education	Reduction	

SWOC Action Plan Ideas

Strategic Goal (SMART):	<p>** TZD participation in coalitions</p> <p>## Develop and implement active transportation plans in all MN cities and counties.</p>
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Behavior <small>(weakness/Challenge/ Opportunity)</small>	Tasks <small>(<u>what</u> you need to do to achieve goal)</small>	Time Frame <small>(<u>by</u> when you need to complete the tasks)</small>	Responsible parties <small>(<u>what</u> or who can help you complete tasks)</small>	Resources <small>(<u>what</u> is needed to complete tasks, cost)</small>	Results <small>(<u>what</u> will happen as a result how will we know success)</small>	DONE
** Decrease staffing	Promote participation	2-5 years	TZD <u>coord.</u>	Staffing	Increase volunteer participation	
** Decrease funding	Add new disciplines	ASAP	<u>Politics, other</u> coalition members	Multi-disciplinary		
##	Assemble stakeholders, provide cont. education, establish strategic goals, develop funding, associate construction projects		MnDOT MPO City and county officials			

JOYRIDE

FREE

GOOD TIMES DELIVERED

LET JOYRIDE
GET YOU HOME
TONIGHT.

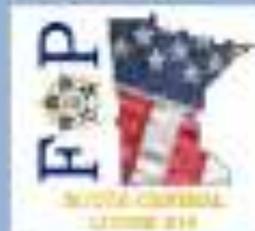
JOYRIDE is a sober ride home shuttle service.

AVAILABLE March 25, 2023
from 10:30 p.m. – 1 a.m.

*Thank you to all our sponsors for the
support!*



For South Central Lodge #15
&
Waseca Hockey Association



Waseca & 12 mile radius around Cities included Janesville, Marshalltown,
New Richmond and Waterville

If the bus is not there call K.I.S.S. at
507-388-5477



Thank you for Designating a Sober Driver!

**Le Sueur County Safety Committee
and
Le Sueur County TZD Coalition
Invites you to join them on**

**Thursday, July 20th
10am-3pm**

Le Center Volunteer Ambulance Hall

Employee Traffic Safety Day II

Activities include:

Seatbelt Convincer

Crash! This "ride" simulates a low impact collision between 5-10 mph. It provides firsthand experience of a low-speed crash in a safe and controlled environment, and demonstrates the need to buckle up every time, no matter what speed you're traveling.

Pedal Cart with Fatal Vision Goggles

Employees pedal the cart while weaving back and forth through the cones wearing fatal vision goggles.

Seatbelt Persuader

Demonstrates the need for buckling up every time you get into a vehicle. The persuader simulates a rollover crash at a very low speed.

Rollover Simulator

Visually demonstrates what could happen inside a crash with a seatbelt on or without a seatbelt.

Bean Bag Toss

Demonstrates the effects of impairment, such as depth perception, coordination, and balance.



Bike Safety Fun Night

June 7 from 5:30-8:00pm

Le Sueur County Fairgrounds in Le Center

For kids ages 5 – 12 years old

Sponsored by: Heidi Baker, State Farm Ins., Agent

Le Center Police Dept and Le Center Ambulance

Le Sueur County TZD (Towards Zero Deaths) Coalition

Bring your bike!

Bike Safety Course: Presented by the Greater Mankato
Bike and Walk Advocates

Obstacle Course Safety Inspections First Aid Station

Bike Helmet give away to the first 50 kids

Helmets donated by: Le Center Lions Club, MVEC Operation Round Up
and Heidi Baker, State Farm Ins., Agent

Drawing for a girl's and a boy's bike donated by

Le Center Hardware Hank

Drawing for \$50 Gift Card from Scheels of Mankato

Free popcorn and water



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South Central TZD County YTD 7-Year Fatality Comparison Jan 1st-Sep 30 th							
County	2017	2018	2019	2020	2021	2022	2023*
Blue Earth	6	2	3	4	0	8	2
Brown	2	2	2	0	0	0	2
Cottonwood	2	0	2	1	0	2	0
Faribault	1	1	3	1	2	2	5
Jackson	0	0	2	0	3	1	0
Le Sueur	1	0	1	1	7	3	2
Martin	3	2	0	3	1	4	2
Nicollet	0	1	1	4	5	0	0
Nobles	0	3	1	2	0	4	1
Rock	0	0	4	0	2	0	0
Sibley	4	0	3	1	2	3	1
Waseca	1	0	0	0	1	1	1
Watsonwan	1	0	0	2	1	0	2
Total	21	11	22	19	24	28	18

* 2023 Data are Preliminary

South Central TZD 6-Year Suspected Serious Injury Comparison						
County	2017	2018	2019	2020	2021	2022
Blue Earth	21	33	15	16	23	32
Brown	8	6	9	3	11	7
Cottonwood	2	7	2	7	7	1
Faribault	6	3	8	15	19	12
Jackson	8	3	7	1	5	11
Le Sueur	8	16	6	6	20	6
Martin	13	13	8	13	7	15
Nicollet	13	12	10	6	7	12
Nobles	5	3	8	5	5	17
Rock	4	2	1	6	3	3
Sibley	13	11	2	8	6	10
Waseca	13	10	2	6	2	3
Watsonwan	9	4	6	3	2	3
Total	123	123	84	95	117	132